

JIM HARRISON GALLERY

One South Main Street Denmark, South Carolina 29042 Telephone 800-793-5796

January 30, 2016

Governor Nikki Haley
1205 Pendleton Street
Columbia, SC 29201

Attention: Ms. Leigh Lemoine

Dear Ms. Lemoine:

I am promoting a tentative major tourism attraction for my town, Denmark. We are working with The Coca-Cola Company to try and make this happen. For your review find enclosed a Vision Statement for the project and a support letter from South Carolina Parks, Recreation, and Tourism. A statement of support from the Governor will be very helpful in our presentation to Coca-Cola. I will appreciate her consideration of this request, and If I can furnish any additional information I will be happy to do so.

I thank her for her fine leadership.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim Harrison

DENMARK COCA-COLA SIGN PROJECT

VISION STATEMENT

Being well aware of the public interest and attraction to early advertisements and trademarks in any form, it is the purpose of this project to create an outdoor atmosphere that will make Denmark a significant visual museum for viewing and studying a major sampling of Coca-Cola outdoor advertisements and wall bulletins. The Coca-Cola Company has been the leader in promoting their logo and the Coca-Cola Spenserian script is the most recognizable icon in the world.

Large outdoor wall bulletins from the Company's earliest examples through the time when such were no longer a part of the advertising program will be painted on highly visible building walls. Story boards explaining and reflecting on each sign and the emphasis of the particular message will be placed with each wall bulletin and an easy walking tour will be outlined for the visitors.

Phase I of the program is intended to install eight such signs within the Denmark city block surrounding the main intersection of Highways 78 and 321. When installed these examples will form the initial walking tour.

The completion of Phase I will be packaged and promoted in state and nationally so as to:

1. Establish Denmark as "The Town With The Signs."
2. Promote the uniqueness and historical significance of the display.
3. By doing the above the project will get the attention of out of town through traffic, and also will attract visitors seeking out Denmark as a destination.
4. The project will give Denmark the much needed addition to the mass that will enhance Denmark's attraction to tour groups.

The Denmark Coca-Cola Sign Project is being promoted by Palmetto Advocates for Palmetto Arts, a 501c3 nonprofit corporation. Contact Jim Harrison, Chairman, for additional information

THE DENMARK COCA-COLA SIGN PROJECT

One South Main Street

Denmark, South Carolina 29042

Telephone 800-793-5796 Email cokeartist@aol.com

South Carolina
Just right. 

South Carolina Department of
Parks, Recreation & Tourism

Nikki Haley
Governor

Duane N. Parrish
Director

January 12, 2016

Mr. Jim Harrison
Jim Harrison Studio, Inc.
One South Main Street
Denmark, SC 29042

Dear Mr. ^{Jim,}~~Harrison~~:

On behalf of the South Carolina Department of Parks, Recreation and Tourism, I would like to express our support for your proposed Denmark Coca Cola Sign project. We believe this project has significant potential to serve as a catalyst for continued tourism development in Bamberg County by tapping into consumer demand for nostalgic visitor experiences. In addition, this project has potential to encourage greater visitation to the area by showcasing the evolution of an iconic American brand – Coca Cola.

Often, one of the greatest challenges for a developing tourism destination is identifying and developing attractions that engage potential consumers while retaining authenticity of the visitor experience. Given the impact Jim Harrison Studio has had on the local tourism business community and the broad appeal of this project, we believe the Denmark Coca Cola Sign project fully satisfies both of these criteria for successful tourism development.

We wish you the best of luck with this project and look forward to working with you to promote this new visitor attraction when it comes to fruition.

Sincerely,


Duane Parrish